

APPARATUS, METHOD, AND SYSTEM FOR POSITIVELY IDENTIFYING AN ITEM

ABSTRACT OF THE INVENTION

5 A system, such as a checkout station, for positively identifying items includes a
6 reader that reads coded information affixed to an item. The system further includes a capture
7 module, such as a camera. The capture module captures a visual characteristic of the item to
8 be identified, such as the color, size, shape, or texture of the item. The visual characteristic
9 of the item is compared with visual characteristics of candidate items stored within a
10 database. If multiple items within the database are associated with the item to be identified,
11 the images of the candidate items may be displayed to a user. The user may then select the
12 candidate item that most resembles the item to be identified. The coded information of the
13 item being identified is then compared with coded information of the selected item within the
14 database. If the coded information of both items corresponds, the item is positively
15 identified and is accepted for purchase by a consumer.

KUNZLER AND ASSOCIATES
PATENT, TRADEMARK, AND COPYRIGHT LAW
10 WEST 100 SOUTH, SUITE 425
SALT LAKE CITY, UTAH 84101